

CLUB BENSON & HEDGES

1996 BUDGET ESTIMATE

PROJECT CODE: E260

EXPENSE CODE		DESCRIPTION		1996 ORIGINAL BUDGET	1995 ORIGINAL BUDGET	VARIANCE
070	4401	12	E260	SAMPLE 20'S		0
086	4401	12	E260	SAMPLES	78,216	(78,216)
133	4401	12	E260	CONSUMER INCENTIVE	0	0
137	4401	12	E260	PROMOTIONAL MATERIALS	233,220	(233,220)
160	4401	12	E260	MISCELLANEOUS	122,800	(122,800)
202	4401	12	E260	AGENCY ARTWORK	772,000	117,520
203	4401	12	E260	NON-AGENCY ARTWORK		654,480
253	4401	12	E260	RENTALS	16,800	0
273	4401	12	E260	P.R. MATERIALS		(16,800)
277	4401	12	E260	ARTIST FEES	70,000	0
289	4401	12	E260	INCENTIVE PROGRAM	200,000	(70,000)
316	4401	12	E260	TELEMARKET CON SVS		200,000
360	4401	12	E260	COUPON REDEMPTION	5,192	0
453	4401	12	E260	SPONSORSHIPS	80,000	(5,192)
454	4401	12	E260	SPONSORSHIPS-NON TAX	0	(80,000)
472	4401	12	E260	PROFESSIONAL SERVICES	1,527,400	335,900
530	4401	12	E260	INSURANCE	0	1,191,500
555	4401	12	E260	PHOTOGRAPHY	0	0
600	4401	12	E260	TEMPORARY HELP	0	30,000
632	4401	12	E260	PURCHASED SERVICE	255,754	(30,000)
882	4401	12	E260	HOSPITALITY	170,800	(255,754)
					229,800	(170,800)
						0
						0
						0
				<u>2,499,400</u>	<u>1,746,002</u>	<u>753,398</u>
			TOTAL BUDGET	2,500,000		
			UNCOMMITTED	600		

3/4/96

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